



Greensboro Regional REALTORS® Association
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Greensboro-High Point Metro Area faces Growing Housing Affordability Gap, says 2025 National Association of REALTORS® Study

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GREENSBORO, N.C. – A [new 2025 study](#) from the National Association of REALTORS® reveals the Greensboro-High **Point metro area is** losing ground regarding **housing affordability**.

The key issue? There's a major shortage of affordable homes across nearly all income levels.

For example, Greensboro-High Point residents earning **\$50,000 per year** face a shortage of **829 affordable properties**. Those earning **\$75,000 per year** can only afford **33.9% of homes on the market**, while those earning **\$100,000 per year** can afford **56%** of homes on the market.

“As more people relocate to the Greensboro-High Point area for work, REALTORS® are seeing firsthand how limited affordable housing options are becoming,” said Mary Beth Powell, 2025 President of the Greensboro Regional REALTORS® Association. “We have the jobs and demand, but without more attainable housing, it's becoming harder to match clients with homes that fit their needs and budgets. In order to increase local housing affordability, more homes need to be built – across all price points.”

NAR's study shows that many buyers, especially lower-income households, are being **priced out of the market** – while high-income buyers still have access to the vast majority of listings.

The data highlights a critical need for more affordable housing options, particularly as Greensboro-High Point continues to grow.

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The Greensboro Regional REALTORS® Association, Inc. is a non-profit organization whose mission is to support its members in their business pursuits by promoting the

highest professional ethics and being the primary provider for quality services, education and real estate information in the market area.